



WCNC
1001 Wood Ridge Center Dr.
Charlotte, NC 28217-1901

Innovative Advertising LLC
403 North Columbia St.
Covington, LA 70433-2919

Contract # 855225
Schedule Dates 10/23/12-11/05/12
Advertiser Robert Pittenger for Congress (38520)
Agency/T-Code Innovative Advertising LLC (4802)/104599522
Product Political - US House (1175)
Brand 986 (177841)
Salesperson House- WCNC, (1245)
Sales Office WCNC-Charlotte
Buyer Name Guerra,Heidi
Phone/Fax /
CPE 986
Account Types National/Political Candidate - Agency
Billing Type Weekly/Irregular
Comments

Date Entered 09/19/12
Last Modified 10/29/12
Entered By Melissa Welch
CO-OP No
Headline # Direct
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,622.25
Net Total \$43,192.75
Sales Tax

Charlotte (WCNC) (WCNC)
By Broadcast Month **Spots** **Rate**
Oct. 2012 38 \$13,360.00
Nov. 2012 66 \$37,455.00
Grand Total: 104 \$50,815.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.2	Normal Line / SPOT	10/23/12-10/26/12	4	:30	5:58A- 6:58A (ET)			1	1	1	1			4	\$360.00	\$1,440.00	Charlotte (WCNC) (WCNC)		10/22/12
2.1	Normal Line / SPOT	10/29/12-11/02/12	4	:30	5:58A- 6:58A (ET)		1	1	1	1	1			5	\$360.00	\$1,800.00	Charlotte (WCNC) (WCNC)		10/22/12
3.1	Normal Line / SPOT	11/05/12-11/05/12	4	:30	5:58A- 6:58A (ET)		2							2	\$360.00	\$720.00	Charlotte (WCNC) (WCNC)		10/22/12
4.2	Normal Line / SPOT	10/23/12-10/26/12	4	:30	6:58A- 9A (ET)			1	1	1	1			4	\$360.00	\$1,440.00	Charlotte (WCNC) (WCNC)		10/22/12
5.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	6:58A- 9A (ET)		1	1	1	1	1			5	\$720.00	\$3,600.00	Charlotte (WCNC) (WCNC)		9/19/12
6.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	6:58A- 9A (ET)		2							2	\$720.00	\$1,440.00	Charlotte (WCNC) (WCNC)		9/19/12
7.1	Normal Line / SPOT	10/23/12-10/26/12	3	:30	9A- 10A (ET)	4		X	X	X	X			4	\$360.00	\$1,440.00	Charlotte (WCNC) (WCNC)		10/19/12
8.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	9A- 10A (ET)		1	1	1	1	1			5	\$360.00	\$1,800.00	Charlotte (WCNC) (WCNC)		9/19/12
9.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	9A- 10A (ET)		2							2	\$360.00	\$720.00	Charlotte (WCNC) (WCNC)		9/19/12
10.1	Normal Line / SPOT	10/23/12-10/26/12	3	:30	10A- 11A (ET)	4		X	X	X	X			4	\$270.00	\$1,080.00	Charlotte (WCNC) (WCNC)		10/19/12
11.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	10A- 11A (ET)		1	1	1	1	1			5	\$270.00	\$1,350.00	Charlotte (WCNC) (WCNC)		9/19/12
12.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	10A- 11A (ET)		2							2	\$270.00	\$540.00	Charlotte (WCNC) (WCNC)		9/19/12
13.2	Normal Line / SPOT	10/23/12-10/26/12	4	:30	4P- 4:59P (ET)			1	1	1	1			4	\$180.00	\$720.00	Charlotte (WCNC) (WCNC)		10/22/12
14.2	Normal Line / SPOT	10/29/12-11/02/12	4	:30	4P- 4:59P (ET)		1	1	1	1	1			5	\$180.00	\$900.00	Charlotte (WCNC) (WCNC)		10/26/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

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15.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	4P- 4:59P (ET)		1							1	\$425.00	\$425.00	Charlotte (WCNC) (WCNC)		9/19/12
16.1	Normal Line / SPOT	10/24/12-10/24/12	4	:30	10P- Chicago Fire				1					1	\$1,080.00	\$1,080.00	Charlotte (WCNC) (WCNC)		10/22/12
17.2	Normal Line / SPOT	10/31/12-10/31/12	4	:30	10P- Chicago Fire				1					1	\$1,080.00	\$1,080.00	Charlotte (WCNC) (WCNC)		10/29/12
18.1	Normal Line / SPOT	10/26/12-10/26/12	4	:30	9P- Grimm						1			1	\$720.00	\$720.00	Charlotte (WCNC) (WCNC)		10/22/12
19.1	Normal Line / SPOT	11/02/12-11/02/12	4	:30	9P- Grimm							1		1	\$720.00	\$720.00	Charlotte (WCNC) (WCNC)		10/22/12
20.2	Normal Line / SPOT	10/23/12-10/26/12	4	:30	11P- 11:34P (ET)			1	1	1	1			4	\$515.00	\$2,060.00	Charlotte (WCNC) (WCNC)		10/22/12
21.1	Normal Line / SPOT	10/29/12-11/02/12	4	:30	11P- 11:34P (ET)	4	X	X	X	X	X			4	\$515.00	\$2,060.00	Charlotte (WCNC) (WCNC)		10/22/12
23.2	Normal Line / SPOT	10/23/12-10/26/12	4	:30	11:34P- 12:37A (ET)	3		X	X	X	X	X		3	\$200.00	\$600.00	Charlotte (WCNC) (WCNC)		10/22/12
24.1	Normal Line / SPOT	10/29/12-11/02/12	4	:30	11:34P- 12:37A (ET)	3	X	X	X	X	X			3	\$200.00	\$600.00	Charlotte (WCNC) (WCNC)		10/22/12
25.1	Normal Line / SPOT	11/05/12-11/05/12	4	:30	11:34P- 12:37A (ET)		1							1	\$200.00	\$200.00	Charlotte (WCNC) (WCNC)		10/22/12
26.1	Normal Line / SPOT	10/27/12-10/27/12	4	:30	11P- 11:29P (ET)							1		1	\$515.00	\$515.00	Charlotte (WCNC) (WCNC)		10/22/12
27.1	Normal Line / SPOT	11/03/12-11/03/12	4	:30	11P- 11:29P (ET)							1		1	\$515.00	\$515.00	Charlotte (WCNC) (WCNC)		10/22/12
28.0	Normal Line / SPOT	10/28/12-10/28/12	3	:30	11:30P- 12A (ET)								1	1	\$1,035.00	\$1,035.00	Charlotte (WCNC) (WCNC)		9/19/12
29.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	11:30P- 12A (ET)								1	1	\$1,035.00	\$1,035.00	Charlotte (WCNC) (WCNC)		9/19/12

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30.0	Normal Line / SPOT	10/23/12-10/26/12	4	:30	11A- 11:59A (ET)				1	1	1			4	\$105.00	\$420.00	Charlotte (WCNC) (WCNC)		10/22/12
31.0	Normal Line / SPOT	10/29/12-11/02/12	4	:30	11A- 11:59A (ET)	4	X	X	X	X	X			3	\$105.00	\$315.00	Charlotte (WCNC) (WCNC)		10/22/12
32.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	11A- 11:59A (ET)		1							1	\$105.00	\$105.00	Charlotte (WCNC) (WCNC)		10/22/12
33.0	Normal Line / SPOT	11/04/12-11/04/12	4	:30	9A- 9:58A (ET)									1	\$180.00	\$180.00	Charlotte (WCNC) (WCNC)		10/22/12
34.0	Normal Line / SPOT	11/04/12-11/04/12	4	:30	6P- 6:30P (ET)									1	\$350.00	\$350.00	Charlotte (WCNC) (WCNC)		10/22/12
35.0	Normal Line / SPOT	11/03/12-11/03/12	4	:30	6A- 6:57A (ET)									1	\$140.00	\$140.00	Charlotte (WCNC) (WCNC)		10/22/12
36.0	Normal Line / SPOT	11/04/12-11/04/12	4	:30	9:58A- 11A (ET)									1	\$600.00	\$600.00	Charlotte (WCNC) (WCNC)		10/22/12
37.0	Normal Line / SPOT	10/23/12-10/26/12	4	:30	5:29P- 5:59P (ET)	3		X	X	X	X			3	\$270.00	\$810.00	Charlotte (WCNC) (WCNC)		10/22/12
38.0	Normal Line / SPOT	10/29/12-11/02/12	4	:30	5:29P- 5:59P (ET)	3	X	X	X	X	X			3	\$270.00	\$810.00	Charlotte (WCNC) (WCNC)		10/22/12
39.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	5:29P- 5:59P (ET)		1							1	\$270.00	\$270.00	Charlotte (WCNC) (WCNC)		10/22/12
40.0	Normal Line / SPOT	10/29/12-11/02/12	4	:30	6:59P- 7:30P (ET)	3	X	X	X	X	X			3	\$1,260.00	\$3,780.00	Charlotte (WCNC) (WCNC)		10/22/12
41.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	6:59P- 7:30P (ET)		1							1	\$1,260.00	\$1,260.00	Charlotte (WCNC) (WCNC)		10/22/12
42.0	Normal Line / SPOT	10/29/12-10/29/12	4	:30	7:58P- The Voice		1							1	\$4,500.00	\$4,500.00	Charlotte (WCNC) (WCNC)		10/22/12
43.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	7:58P- The Voice		1							1	\$4,500.00	\$4,500.00	Charlotte (WCNC) (WCNC)		10/22/12

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Contract # **855225**

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Advertiser	Robert Pittenger for Congress (38520)
Agency/T-Code	Innovative Advertising LLC (4802)/104599522
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CPE	986
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Entered By	Melissa Welch
CO-OP	No
Headline #	Direct
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44.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	11P- 11:34P (ET)		1							1	\$1,035.00	\$1,035.00	Charlotte (WCNC) (WCNC)		10/29/12
45.0	Normal Line / SPOT	10/30/12-11/02/12	4	:30	11A- 11:59A (ET)	2		X	X	X	X			1	\$105.00	\$105.00	Charlotte (WCNC) (WCNC)		10/29/12
46.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	4:28A- 4:58A (ET)	3			X	X	X				\$50.00		Charlotte (WCNC) (WCNC)		10/29/12
47.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	4:28A- 4:58A (ET)		1								\$50.00		Charlotte (WCNC) (WCNC)		10/29/12
48.0	M/G For 45.0.1 / SPOT	11/05/12-11/05/12	4	:30	11A- 11:59A (ET)		1								\$105.00		Charlotte (WCNC) (WCNC)		10/29/12

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